



SUMMER UNIVERSE

13, No. 185

Tuesday, July 11, 1961

Provo, Utah

Play opens tomorrow



insing a foreign spirit in the young side-to-be, played by Martha Henstrom, members of a Jewish sect show alarm.

Pictured as fellow Jews are Lee Scanlon, Rob Nelson, Lyle Watson and Max Goglichty.

dramatic portrayal of life among the Polish Jews at the end of the century will be the act of the play, "Dybbuk," which will be presented July 12-

THE PLOT CENTERS around young Jewish bride-to-be who lives in a small Polish village. She is possessed by a dybbuk, a wandering spirit that has taken possession of a living person. The dybbuk is her former lover. The play reveals some of the horrors of Hasidism in the late east-European Jews.

THE LEAD ROLE, Leah, will be played by Martha Henstrom. Stewart will perform in the role of Hannon, a scholar. Others with major parts in the production are Max Goglichty, Bert Ilicks, Merle Shreiner, Ed Lynn Wright, and Lee Scanlon.

Charles Henson is serving as artistic director under Mr. Goglichty, stage designer and director of the play.

Graduates to meet dean on Wednesday

Agree seeking students in graduate school will meet with graduate dean and members of the Graduate School, Wednesday, July 12 at 7:45 p.m. in the multi-purpose area of the 5th Family Living Center.

It is expected that the director, summer School, Dean A. Peterson, and the academic vice president of the university, Earl Crockett will be in attendance.

The meeting will be directed primarily to significant matters including new policies and procedures of the Graduate School, ranging to degree seeking students. Dean Lloyd urges such students to be in attendance in time for the opening of the meeting at 7:45 p.m.

TICKETS FOR "DYBBUK" are \$1.50 and BYU students will be admitted on their activity card. Each card will admit two people. Reservations, officials said, must be picked up by noon

of the day preceding the performance.

Curtain time for the stage classic by S. Ansky is scheduled for 8:15 p.m. in the Joseph Smith Auditorium.

Grant Library books now all being moved to new building

The Library staff began to move books yesterday, from the stacks in the Grant Library to the new library building. If the move proceeds as planned the book collection will be transferred to the new building by July 24th.

Since the new library cannot be opened to the public until after September 1, the Reference Collection and Public Catalog will continue to be maintained in the Grant Library and the Eyring Science Library.

Beginning Wednesday, July 12, and continuing until July 24, books will be circulated from the desk in the Grant Library and from a circulation desk at the emergency exit at the west end of the new library.

Beginning July 24, books will be circulated only from the temporary desk set up in the stairway at the west end of the new library. Service will be available at the desk in the new library from 8 a.m. to 5 p.m., Monday through Saturday.

Persons desiring books will first go to the card catalog in the Grant Library of Eyring Science Library, fill out a card for the books desired, then take the card to one of the circulation desks to acquire the books.

These will be some delays that are unavoidable while a particular block of books are being moved. "We invite your cooperation this summer while we are accomplishing the move,"

said Mr. Hansen, director of the move.

"We emphasize the fact that the contractors are still at work in the new library building. The building will be closed to every one except library employees and those engaged in the completion of the building, until after September 1st," he said.

Whetten gets region PR job

Lester B. Whetten, director of public relations at Brigham Young University, was elected to two national positions at a convention of the American College Public Relations Association July 6 in Denver.

MR. WHETTEN was named a member of the ACPR Board of Trustees, representing the Rocky Mountain District, and a member of the Association's Council on Management of Advancement Programs. During the past year he has served as president of the Rocky Mountain District.

The Association is the national organization for college and university administrative, development, and public relations personnel. Some 800 members have attended the 45th annual meeting since Sunday. The Association, started in 1917 with 47 college news editors, now numbers 1717 members.



Mordecai Gorelik, veteran Broadway and Hollywood designer and director, presents Jewish play, Dybbuk. The play will run three nights.

Veteran of Hollywood reveals stage secrets

One of the theatre's foremost stage designers and directors, a Broadway and Hollywood veteran of 40 years, believes a certain amount of deterioration is taking place in the American theatre.

MORDECAI GORELIK, a visiting faculty member at Brigham Young University who is directing the campus production "Dybbuk," expressed this opinion.

A gentle, soft-spoken man, Mr. Gorelik singled out three reasons for the failure in serious theatre: too expensive to run, too centralized in New York, and too narrow in theme.

"EMPHASIS HAS come to be on sheer emotionalism," Mr. Gorelik observed, "and audiences have become conditioned to this sort of thing."

Now a research professor in theatre at Southern Illinois University, he has spent most of his life in the theatre arts on Broadway and in Hollywood.

Settings designed by him include Arthur Miller's "All My Sons," Clifford Odets' "Golden Boy," Michael Gazzio's "A Hatful of Rain," and R.K.O.'s film production of "None But the Lonely Heart."

ALTHOUGH HE has served as both designer and director since entering the theatre arts, he has also authored a book. His publication "New Theatre for Old" was acclaimed by one critic as "the most important theatre book of our time." It is an account of the rise and fall of

stage and screen techniques against a background of social and political changes.

At present, Mr. Gorelik's efforts are being directed towards the production of "Dybbuk," a drama classic that is scheduled to open Wednesday night in the Joseph Smith auditorium at BYU.

HE TERMED the production at BYU a memorial to the six million Jews murdered during the Nazi reign in Europe.

The title, when translated, describes a wandering spirit capable of taking possession of one's body. The setting is a Polish village at the turn of the century. The work of S. Ansky, the play depicts Hasidism in the life of east-European Jews.

"THIS PLAY," Mr. Gorelik explained, "is still the most popular item in the repertory of the national theatre of Israel." One of Mr. Gorelik's chief interests is in the area of epic theatre, which attempts to do more than deal with domestic problems. It is greater in scope and challenge, he said, than the usual stage production.

BEFORE COMING to BYU, he produced "Annotated Hamlet" at Southern Illinois University. Although it was a stage experiment, the Gorelik version, which included the use of drawings and narration designed to depict the period, was well received by theatre-goers and critics alike.

News Briefs . . .

Reds prime armaments

... PRESIDENT KENNEDY ordered the Defense Department to make a new appraisal of U. S. military power. Reasons given were increased Soviet arms spending and new threats to Berlin.

... RUSSIA, SHOWING some flashy new air power in Moscow, and Khrushchev, letting it be known that the Soviet Union is building up its armaments, stirred up tension in Berlin.

Demonstrations of Russian military power, traveling over the Helmsstedt route which connects West Berlin with West Germany, left open to question whether the movements were a part of general redeployment or field maneuvers.

... SOME 10 NEW warplanes were displayed Sunday in a two-hour show of air power at the Tushino airfield in Moscow.

Significant was the fact that this was Russia's first public unveiling of its air power since 1956, and that it contrasted Khrushchev's 1957 statement that manned aircraft were on the decline.

The EDITOR'S DESK

Everyday there comes to the editors' desk a pile of a mass of material from the collection of the editors, a pile of a mass of material of satisfying value and content.

The following article is the fifth in a series by Dr. Edwin Read, director of the Brigham Young University Laboratory School, dealing with the manner in which students learn general concepts.

DIRECTING STUDENTS IN ACQUIRING GENERALIZATIONS

Part V

It will be remembered from an earlier discussion that general concepts are formulated in them and in two ways: (1) by the inductive-deductive process, and (2) by deduction from other generalizations. Generalizations can be acquired (not formulated or discovered) in still another way: by deduction beginning with the generalization to be taught and moving back to the particulars in new situations for the purpose of testing and application. Each of these ways of acquiring generalizations have special implications for teaching, and will be discussed separately.

To help students acquire generalizations by systematic inference the teacher must keep in mind the thought processes involved. The learner begins with a number of situations involving certain common elements in a fixed relationship. His task is to perceive these common elements which he must discriminate from those which are irrelevant to the situation. Next he must discover the relationship among these elements. The final step, which is often the most difficult, is the verbalization of this relationship into an acceptable generalization. This concludes the inductive movement of systematic inference.

Systematic inference which ends at this point is likely to be superficial and inconclusive if not entirely productive of an erroneous generalization. Too frequently our thinking ends here, either because of mental laziness or because we are unconscious of the total act of inferential thinking which is not complete until the inference or guess has been tested deductively to determine its applicability in other situations. Teachers should take greater pains in directing students to follow the development of an inference with deductive thought for the purpose of testing their ideas for validity, and for applicability to new situations. This is done by demonstrating the ways in which the generalization applies to the specifics of the case or cases from which an inference was drawn, and leading to its applicability to a variety of similar, though discrete, cases.

Again Dewey's remarks seem appropriate today.

The pupil is encouraged to form, on the basis of the particular facts, a general notion, a conception of how they stand related; but no pains are taken to make the student follow up the notion, to elaborate it, and see just what its bearings are upon the case in hand and upon similar cases. The inductive inference, the guess is formed by the student; if it happens to be correct, it is at once accepted by the teacher; or if it is false, it is rejected. If any amplification of the idea occurs, it is quite likely carried through by the teacher, who thereby assumes the responsibility for its intellectual development. But a complete, an integral, act of thought requires that the person making, the suggestion (the guess) be responsible also for reasoning out the bearing upon the problem in hand; that he develop the suggestion at least enough to indicate the ways in which it applies to and accounts for the specific data of the case. Too often when a recitation does not consist in simply testing the ability of the student to display some form of technical skill, or to repeat facts and principles accepted on the authority of textbook or lecturer, the teacher goes to the opposite extreme; and after calling out the spontaneous reflections of the pupils, their guesses or ideas about the matter, merely accepts or rejects them, assuming himself the responsibility for their elaboration. In this way, the function of suggestion and of interpretation is excited, but it is not directed and trained. Induction is stimulated but is not carried over into the reasoning phase necessary to complete it.

From the foregoing review of the mental process involved, the guidance of students in the development of generalized concepts or generalizations by systematic inference would seem to require the following:

1. A clear statement of the generalized concept available and understood by the teacher. This statement, of course, should be a curriculum guide provision. There must be a source for the teacher in which the concepts (specific and general) to be taught by the student are clearly stated. Teachers who do not understand these concepts have no business trying to teach them.

Illustrations of generalizations commonly found in several school subjects, were listed earlier in this paper. One of these will be used for illustrative purposes in the present discussion. Reference is made to the example of a generalization from the field of fine arts: "In drawing and painting, new objects should be made larger than the more distant objects." This is a generalization (a rule of art) which is clearly stated, and one which is an essential part of an artist's knowledge if he is to produce paintings or drawings which are pleasing to the eye.

(To be continued)

Fledermaus comic opera opens Wed.

John Strainich comic opera "The Fledermaus," the Bat, will be presented at 8:15 p.m. July 19 and 20 at the Joseph Smith Auditorium.

The plot of the story revolves around the reverend Dr. Falke takes on Eisenstein. Eisenstein had played a trick on Dr. Falke during the night of a masquerade ball at which Dr. Falke was dressed as a bat and Eisenstein was dressed as a butterfly.

It will be presented by the Opera Workshop under the direction of Brandt Curtis, who is conductor. He received the B.A. degree at BYU in 1953 and the master of music degree at Indiana University in 1955.

Assisting Mr. Curtis in the production are Charles Hansen as scene designer and technical director, Carl Muehl as costume designer, Don Larson as stage manager, Don Polite as director of the chorus, Larry Eastman and Marvin Jenkins, assistant conductors, Bruce Callenberg, Pat Koberg and Judy Stubbins, musical assistants.

Purdue prof speaks today

Dr. Harold T. Christensen, head of the Department of Sociology at Purdue University, devoted "Service Looks at Marriage and the Home" at today's assembly.

Dr. Christensen obtained his B.S. and M.S. degrees from Brigham Young University in 1933 and 1937 respectively. He served as an instructor in sociology at BYU from 1935 to 1938. From 1940 to 1947 he was professor of sociology and chairman of the Sociology Department at BYU.

Presently he is serving as president of the National Council on Family Relations. He is author of a widely used textbook on marriage and has written numerous articles.

During the 1957-58 academic year he served as a Fulbright Scholar at the Sociology Institute of the University of Copenhagen doing research on aspects of the Scandinavian family system. He reported his research with data from the United States in a paper at the fourth biennial meeting of the International Sociological Association at Stroma, Italy in 1959.

SUMMER UNIVERSE

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BRIGHAM YOUNG UNIVERSITY SUMMER UNIVERSE

Unsigned editorials are the objective thoughts of the editor, written to inform, influence and entertain. The editor assumes personal responsibility for matter herein contained.

All the King's little men

by Paul Hoopes

The purpose of a college newspaper is the informing of the student body on the conduct of the university and on matters that are vital to its welfare.

Lately, however, certain obstacles have loomed in blockade of this purpose and responsibility. These obstacles are in the form of censorship of the news and come from the lower echelons of the university.

EXAMPLES OF THE obstacles which confront the Summer Universe at this time are enacted almost daily. Reporters and writers, chosen for their writing ability (presumably) and sense of news values, go out to gather information for a news or feature story. They approach the individuals whom they feel are most informed with regard to the particular items about which they are writing.

Then, after gathering a few facts or opinions, they are instructed to not print anything until it can be approved by the "proper authorities." They are asked to submit their final written stories to be checked and approved—in other words, censored.

ONE WRITER, recently, had to submit his story to the person he interviewed, a director and a chairman. This meant that his story passed through three hands for approval. And the only suggestions made were those in regard to the writer's style and arrangement of facts.

Even more recent, a staff feature writer was told by the person he interviewed that his "boss" wouldn't let any thing be published until he had seen it first.

ALL THIS CHECKING and editing on the part of the lower echelons at BYU is both time-consuming and costly to the Summer Universe. Informants must be gathered continuously in order to present enlightening facts of current interest to the student body, who, whether it realizes it or not, pays for the publication of the paper.

In defense of pre-censorship, it must be admitted that individuals, directly responsible to university administration for compliance with standards and policies, have been misquoted in the past and their jobs placed in jeopardy by irresponsible journalism.

THIS EDITORIAL does not support pre-censorship in the direct manner that has been described; however it does propose a type of censorship that persons who are interviewed by the paper can follow:

1. Find out the purpose of the interview. Is it sincere and worthwhile or just a curiosity seeker's attempt to find something to gossip about?
2. ONCE YOU HAVE determined what the person wants, go ahead cautiously, making sure that all facts and information given is correct. Do not give out any information which is doubtful or cannot be checked. If more censorship is done at this level during the interview, there is no need for approval afterwards.
3. If the information being asked for is still confidential and not ready to be released, it is better not to even mention anything about it rather than to reveal that which is not "safe."

THAT'S A FACT

HIGH PRICED RHYME...

IF YOU WANT TO GET THE MOST OUT OF YOUR SUMMER, GET A THIRTEEN PAGE EDITION OF THE SUMMER UNIVERSE. IT'S THE MOST INTERESTING AND MOST INFORMATIVE OF THE YEAR'S SWEETHEART!

THINKING
IF YOU WANT TO GET THE MOST OUT OF YOUR SUMMER, GET A THIRTEEN PAGE EDITION OF THE SUMMER UNIVERSE. IT'S THE MOST INTERESTING AND MOST INFORMATIVE OF THE YEAR'S SWEETHEART!

BLUES
IF YOU WANT TO GET THE MOST OUT OF YOUR SUMMER, GET A THIRTEEN PAGE EDITION OF THE SUMMER UNIVERSE. IT'S THE MOST INTERESTING AND MOST INFORMATIVE OF THE YEAR'S SWEETHEART!

SERVICE
IF YOU WANT TO GET THE MOST OUT OF YOUR SUMMER, GET A THIRTEEN PAGE EDITION OF THE SUMMER UNIVERSE. IT'S THE MOST INTERESTING AND MOST INFORMATIVE OF THE YEAR'S SWEETHEART!

Political Vista

by Terry Calvert

The visit of Senator Vance Hartke (D-Ind.) two weeks ago was the first since the already apparent hand that the Democrats have their sights on Wallace F. Bennett's senate seat in the coming 1962 elections. Since there will be no important race to distract from this one, plenty of publicity will be sent Sen. Bennett's way.

In any opinion, Bennett has the only firmly positive record in the congressional fold from Utah. Many feel his feel has one of the better voting histories in regard to all western solons.

The time to appreciate a fine leader is before he is set upon by political gnomes as could become the case here. Senator Bennett should be re-elected if voters value qualifications and past success.

A good editorial has been written about recent summer elections and my only post script is a question. Even though it is foolish to create offices and elections when not much duties and responsibilities exists? Does there have to be a president for everything?

Several editorials have appeared very recently with much criticism of our lack of an offense in the war against communist hegemony. Their authors claim our exploitation strategy of red weak points hasn't been exactly brilliant. After all communism is supposed to flourish in the land of poverty and ignorance because the people involved have no food not ideology—but what happens when they get under food nor ideals as for a good example during Red China's recurrent famines of the past year? As of now we supply the food and some guns if there are any main lains who are tired of starving. The point of the editorial are we asking?

To Mr. Christensen: Russell Kirk (The Conservatives) still believes in ghosts (by his own words) and of his very ghosts he claims to be able to distinguish personalities. He also writes good ghost stories—if you haven't read his latest one, I recommend it.

BYU president's aide keynotes at confab

Speaking in Denver, Colo., Dr. John C. Bernhard, president of the national convention of the American College Public Relations Association.

BERNHARD, administrative assistant to the President of Brigham Young University, delivered the keynote address.

Bernhard told the 600 college public relations officers gathered all over the nation that universities, whether private or public, are ultimately governed by public opinion, and that the people who comprehend various intimate public relations are invaluable in giving a university strength, reality and vitality.

THE PROBLEM for a uni-

versity public relations staff is to give the people the basic tools for thinking and the facts that they need to arrive at wise judgments," he said. "It is not our job to create opinion or to project an artificial image. People must arrive at their own opinions in their own way," he concluded.

LISTER R. WHEATEN, BYU director of Public Relations and newly elected Rocky Mountain district president of the association, and Ernest LeRoy Olson, BYU director of University Publications, were also in attendance.

Health Center screens taken

HELP WANTED—DESPERATELY! All those who have had secret desires of becoming detectives, now is your chance. Last spring when the Kappa Debs were in the Health Center for food poisoning, there were so many of them at one time, the Health Center personnel had to use screens to separate the patients.

Now the screens are not to be found. If some organization has them and have not returned them, the return of the screens would be much appreciated.

Would all organization property managers please be on the look out for 3 large wood screens used to separate beds in the Health Center? All other aspiring sleuths please keep your eyes open for them as you wander around campus.

If anyone finds them or knows of their whereabouts, then return them to the Health Center or call extension 2771 and leave word where the screens may be found.



Water shortage hurts lawns on BYU campus

Those who have skirted around sidewalks lately to avoid being splashed by one of the lawn sprinklers at Brigham Young University know something about water and its importance to BYU lawns.

THE RECENT restriction of water has been harmful to new lawns, according to Wendle Jarvis, temporarily in charge of lawn upkeep at BYU. Mr. Jarvis said that new lawns died because the "young roots" were not wholly established, and a "sort of steaming action" took place due to "rapid evaporation."

The lawns have lately been helped by "aeration treatments," a method of bringing more air into the soil by drilling holes into the soil and the recent rainfall, according to Mr. Jarvis.

A BRIEF SURVEY was made with respect to lawn care and some of the more common questions about lawns were asked. Kent H. McKnight, professor of botany, and Rudger Walker, dean of Biology Department, were interviewed.

Question: Is a natural rainfall better than artificial watering?

Answer: Under certain conditions atmospheric rain may do more harm than good. In the case of the blue grass used on the BYU campus, alkaline water is as good, if not better than atmospheric water, since the grass has become accustomed to the constant artificial watering.

Question: Does a generous supply of fertilizer really reduce the amount of water re-

quired to keep a lawn fresh and green?

Answer: This is a loaded question. A generous amount of fertilizer applied in the spring with sufficient water will induce root growth. The roots will penetrate the sub soil regions and pick up adequate moisture. Without this root depth, a water shortage would more quickly kill out the plants.

Question: When is it best to water a lawn?

Answer: It doesn't seem to matter provided that the lawn gets enough water. Small amounts of water will cover the surface only and cause the surface roots to do most of the moisture-absorbing work.

Good soakings will penetrate the surface and reach the main roots at greater depth. At times the surface may appear to be dry but the sub soil layers will contain adequate water.

Mildew, a fungus growth which attacks plants and other organic matter, will not occur during the night in this climate as it might in more humid climates. It is then safe to water lawns at night.

PLAY GOLF
GRANDVIEW MINIATURE GOLF COURSE
800 W. and Columbia Lane
Follow 12th North over to 800 West - Provo

Learn new tongue early teacher notes

"If you can teach someone twenty or forty or sixty years old a foreign language, you can teach a six or seven year old," said Professor J. Reuben Clark, III, chairman of the French Department.

Professor Clark teaches a course in beginning fundamentals of French, offered for the first time to younger children, to a group of twelve students between the ages of six and eight daily at 12 a.m. in 311 McKay.

Through the utilization of pattern drills, the students train their eyes, ears, and memories according to Professor Clark. He senses a strong desire in the children to pronounce properly without inhibitions. Beginning a language in kindergarten, he asserts, is the best way to remove fear of a foreign language.

Without learning technical grammatical terms, the youngsters assimilate this knowledge by repetition practice of basic sound and sentence structure drills.

When a sufficient vocabulary is acquired by the group, Professor Clark plans to play word games. Basic differences in United States and French cultures are studied also.

Two texts, a French and English book of color pictures with out words, supplement the visual approach to teaching. This course is presented in collaboration with the College Français, a five-week workshop for twenty French teachers. The teachers observe the class and have opportunity to teach a song or game.

In addition to this course, Garth Alfred, instructor at BY High, teaches high school students beginning French as part of the Workshop.

Knight's Men's Shop
for cool summer clothes
77 North University - Provo
Across from Academy Theater

Q. ERRORS

In there was a man who thought Muscle Shoals was a bad. He also thought Daisy Q's were some sort of bovine stew. Actually D. Q.'s are a fate of all young folk and were bought at Bill's Dairy Q's, across from Helaman Hall. Youetter get down there and give before the heat gets you!

Bill's Dairy Queen
across from Helaman Hall

Leads For Fun Time

- Bulfinch
- Sarasota
- Miniature Golf
- Grandview Miniature Golf
- Miniature Golf
- Provo Miniature Golf
- Swimming
- Reel Recreation Center
- Self-enrichment
- The Parlor
- Bill's Dairy Queen
- "His name was Parrish"
- Planner Motor Yu
- "Student Prince"
- BYU Film Favorites
- "The Parent Trap"
- Academy
- "Great Expectations"
- University Cinema
- "Morgan the Pirate"
- Paramount

Saturday date set for melon bust in quad

"Wear your raincoats and hats to the 'Melon Massacre' this Saturday," advises Ian McKay, chairman of the Watermelon Bust July 15 at 7 p.m. held on the lawn between the McKay Bldg. and Science Center.

An added feature of this year's varied program, to be announced in full at a later date will be a first-run movie shown free of charge to students and their families on the lawn after sundown.

Games, surprises and melon will be provided for all-comers in this annual summer event.



They were in the front seat with me when he hit us. The children I was taking them to school. He just came at us. Fast! It was the school zone. He pulled into our lane too fast. He was driving a car. What happened? Are they all right? My two children. Please tell me. What did he do to my children? Please!

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film favorites

"STUDENT PRINCE" — July 13, 14, 15
167 McKay Bldg.
Thurs.-Fri.: 4:15 and 7 p.m. Sat. 2 and 7 p.m.

LITTLE MAN ON CAMPUS



Young Republicans chairman predicts an upswing at BYU

"Eastern Young University has a tremendous potential to support a large Young Republican Club," stated Ben Shippen, chairman of the Western Federation of Young Republicans.

Mr. Shippen, a senior political science major, recently returned from a delegation conference at which he was elected chairman. He remarked that there was a conservative upswing among Young Republicans at the meeting, and added that this area was no exception.

One of the five area divisions in the United States, the division state delegation includes Hawaii and the western seaboard states. Each area has a chairman who sits on a national board.

In turn, the Western Federation is divided into three regions. BYU is in the West. Mexico, Colorado, Wyoming, and Utah division which as yet has no regional chairman.

Mr. Shippen's duties consist

of supervising the three regions in the western division, appointing state and college chairmen, securing funds to run the college organizations, and directing the revision of the federal and regional constitutions.

He commented that California with sixty college groups and 4000 members was the strongest of the western region, but asserted that the Utah area has much potential.

Jim Bean, past assistant student coordinator, is the chairman of the BYU Young Republican Club. The outgoing year, Bishop Raymond E. Beckham, secretary of the Alumni Association, is the faculty student advisor.

Two years ago, Craig Christensen, past vice president of Finance, and the 1978-1979 president of the BYU Young Republicans, received the National College Award from President Dwight D. Eisenhower for the best college club in the nation.

Assembly will tell of Walk hike

The annual Mt. Timpanogos Hike assembly will be held Thursday July 13 to celebrate the Golden Anniversary of this event.

There will be several novelty numbers, and Ralph Woodward of the Music Department will direct the group in some Tuna Hike songs.

Another outstanding feature of the assembly will be a colored slide presentation of the hike. They will begin with the pre-hike bonfire at Aspen Grove, where the speakers will go to the trail past the many waterfalls and rock gardens to Emerald Lake.

The slides will also show scenes of Utah Valley from the summit of Mt. Timpanogos, and the slide down the glacier.

Many of these slides have been shown before. They were taken in competition for the "photography" contest held in conjunction with the hike and are the winning slides.

Full details will be given at the end of the assembly for the names and information of those who are planning on taking the hike.

Guarantees are good safeguards

A grocery store isn't the only place where lemons are handed. They are also handled in retail stores which deal in home and car appliances.

Of course, it isn't often that retailers handle a "lemon." A lemon is a defective appliance that does not function properly.

Careful production and inspection methods almost assure that the retail outlets receive only the very best appliances. There is always the first time that exception, when a retailer will unsuspectingly receive a defective appliance and some unlucky consumer will get stuck with it.

A local plate glass dealer said that he recently bought one of the more reliable appliances on the market. It was the make and model of his choice and he was very pleased with it. The next day, suddenly quit working. He was infuriated and went to the dealer. "It was stashed out not producing a return," he said. "The dealer went ahead and fixed it for me free of charge."

Bill received this seeming "good" service because almost every office and home appliance carries with it a guarantee, which is the consumer's assurance that he will receive a top quality service and repair free of charge with certain provisions. In that way the guarantee is a protection for the consumer and herein lies its greatest value.

But do consumers take full advantage of the assurances and protections offered to them by appliance guarantees? A survey of six Provo appliance stores revealed that many people simply rely on the cheapest goods.

"Consumers do not even consider the guarantee as a selling point when they come in to see our appliances," said one dealer.

"Consumers don't pay enough attention to the guarantee an appliance offers," said another dealer who added, "When I go to buy something, I always ask what kind of guarantee it has."

Still another dealer said, "Can anyone who comes in here are only interested in price."

One hopeful dealer, however, said, "I think there is a trend toward more careful buying. People seem to be more interested in reliable brands and more even ask for the written guarantee."

Several consumers were contacted on the street and asked what they most looked for when buying an appliance.

"I look for a good price," answered one consumer. The others were of the same opinion, but also mentioned certain features that the product should have.

They were then asked about the guarantee as a selling point. One said, pointing to a nearby appliance store, "When I go there to buy, I don't need a guarantee."

This brief study brings out the feeling of retailers that the consumer should be more aware of the guarantee. It also shows that the guarantee is one of the best assurances and protections that the consumer has. But it is not enough to merely purchase appliances because of their "good" guarantee, one should

also be aware of what the details of the guarantee are.

A courteous smile and a nod—this is the only guarantee that your dealer gave you on the appliance you just bought?

This is but one of many questions which a consumer could ask about the guarantees which accompany modern home and office appliances.

There are seven hand questions which the consumer should put to the dealer from whom he buys, and the Federal Trade Commission. The FTC is an agency of the federal government that polices fraudulent and misleading advertising and all unfair practices of competition in commerce.

The first question just quoted is a general but still important one to ask. Who will make good on that guarantee? The dealer or the manufacturer? In polling the Provo area it was found out that in most appliance stores products are actually sold not only from the manufacturer, but from the dealer and wholesale outlet as well.

For instance, one appliance dealer said that the product guarantee was made good by the office in Provo, the Salt Lake branch office and the national office in New York. Other stores reported much the same, claiming that their products carried guarantees from the manufacturer and that they stood behind these guarantees.

Second, does the product have to be returned to the store, or will it be repaired in your home? It is most important here to find out whether or not the dealer will assume the responsibility of home repair. Some Provo appliance stores admitted that they were not equipped to repair and service their products; but if the customer would bring in a defective appliance, they would send it up to their Salt Lake office for repair. One of these stores, ironically enough, kept a two-page list of satisfied customers.

Third, is the entire product guaranteed? Sometimes a guarantee will cover only those parts that rarely, if ever, wear out.

One Provo glass dealer was advertising a ten-year guarantee on his mirrors, which in actuality only covered the mirror's copperback against coming loose or chipping. The mirror itself only carried a two-year guarantee. Mirrors are only one product, however, in which one "part" guarantee will be so listed.

Fourth, who pays the labor charges involved in the product's repair? One electrical appliance dealer said that he was a skilled repairman and did the repair work and servicing on his products free of charge, regardless of the expiration date of the manufacturer's guarantee. Other dealers also said that they would assume labor charges in the event of needed repairs.

Fifth, is routine servicing covered by the guarantee? Mr. husband keeps the notes and addresses for all our customers and will service their appliances free of charge for one year, said a dealer's wife.

Other appliance dealers said it clear that routine servicing was not extra.

Sixth, is the guarantee based on the price you actually paid for a product or a flat price on a manufacturer's "list" or "suggested retail" price? And seventh, is the guarantee in writing or is it contained only in the salesman's smiling assurance?

These last two questions, in the other five, may be of great help in determining where one stands with respect to the product which he buys.

"Let's Go Bowling"

REGAL Recreation Center

1 block north, 1 block west of Fieldhouse

Student Rates \$10 per game

Bowling Shoes Free

and 6:00 p.m.

Classifieds

Student Service Center room 170 basement. Phone FR 4-1211, Ext. 2077 before 11 a.m. on day preceding publication.

46 Typing
EXPERIENCED typist All kinds of work. FR 3-8073 5-11

EXPERIENCED typist 1 specialist in business. FR 3-8086

46 Typewriters
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71 Apartments for lease
Typical 1 bedroom apartment. Call at 231 University Blvd. FR 3-8086

75 Homes for Sale
3 bedrooms, 2 year old brick house. Call Jack O'Neil, FR 3-8086

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46 For Sale - Miscellaneous
1977 Ford 560. Also 1977 Ford 560. Call Jack O'Neil, FR 3-8086

91 Autos for sale
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The Parlor

THIS WEEK'S SPECIAL
Hawaiian Delight

40¢

Three scoops of vanilla ice cream with gobs of fruit topping a scoop of delicious fruit sherbet and heaps of whipped cream topped with a cherry.

THE PARLOR

Across the street north of Fieldhouse parking lot, University Avenue on the curve.

While They Last

WESTERN FLYER

26" Lightweight with Komet coaster brake.

\$29.95

Dormeyer 10" Skillet
reg. \$24.95 Now \$18.88
Universal Skillet, 12"
also \$18.88

Western Auto Associate Store

225 West Center

FR 3-4670

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"GREAT EXPECTATIONS"

Monday, July 17

181 Jesse Knight Bldg. 4:15 and 7 p.m.

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